

# **EXHIBIT 18**

Meta Business Help Center

## Create a customer list custom audience

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Changes driven by ongoing efforts to align our products with evolving privacy rules in Europe may impact campaigns advertising to people in the European Region. Learn more about how European privacy directives may affect your ads and reporting.

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Review our terms to ensure you have a legal basis to use the information you plan to upload. Under the General Data Protection Regulation (GDPR), advertisers act as the data controller for any lists uploaded to create a custom audience. (This includes people residing in the European Union). Visit our [GDPR microsite](#) for more information.



**Note:** Targeting options are limited for audiences that include people under the age of 18 in most countries, under 20 in Thailand and under 21 in Indonesia. Learn more about targeting options to reach teens and how this update may impact your ad sets.

### Before you begin

- **Ensure you can create this type of audience.** You can only create a customer list custom audience if you're the owner of the ad account connected to Meta Business Manager or the owner has provided you with either admin or advertiser permissions. **Note:** If your account is new or if you've recently linked to an existing account, it may take a few weeks before you're able to create or share a customer list custom audience. If your new account is part of a tenured business account, you may be able to go through business verification.
- **Prepare your customer list in advance.** To make a custom audience from a customer list, you provide us with information about your existing customers and we match this information with Meta profiles. The information on a customer list is known as an "identifier" (such as email, phone number, address) and we use it to help you find the audiences you want your ads to reach. Your customer list can either be a CSV or TXT file that includes these identifiers. To get the best match rates, use as many identifiers as possible while following our formatting guidelines. You can hover over the identifiers to display the formatting rules and the correct column header. For example, **first name** would appear as **fn** as a column header in your list. Alternatively, we have a [file template](#) you can download to help our system map to your identifiers more easily. (You can upload from Mailchimp as well.)

### Create a customer list custom audience

1. **Add your customer list:** You can create your custom audience in Meta Ads Manager. Once in your account, go directly to [Audiences](#), then go to **Create audience > Custom audience > Customer list**.
2. **Prepare your customer list:** Select the identifiers to include, then add the customer list you want to use for your new custom audience and give it a name.
3. **Review your customer list:** Confirm that you mapped your identifiers correctly or check to see that all errors are resolved. You'll get one of the following notifications:

- The green checkmark symbol  means your identifiers were mapped correctly and are ready to be hashed, then used for the matching process.
- The yellow exclamation symbol  means either that you chose not to include certain identifiers or that some identifiers need to be manually updated. You have higher chances of getting a better match rate to build your audience if you make the corrections before uploading your file.

4. **Upload your customer list:** Once your list has been added and is ready for use, select **Upload and create**.

When we're finished hashing your customer list information, we'll let you know that your audience is ready to use. Once ready, you can immediately create an ad to reach your new custom audience, or create a lookalike audience to find new people who share similar behaviors and interests with your existing customers.

**Note:** Before we use your uploaded list for the matching process, the information in your customer list is hashed and will be unidentifiable at an individual level. Hashing is a type of cryptographic security method that turns your identifiers into randomized code and cannot be reversed. (Depending on the size of your list, this may take a few minutes.)

### Learn more

- [How to edit a custom audience from a customer list](#)
- [How to share custom audience lists](#)
- [Best practices for preparing customer information](#)

Was this information helpful?


☒ Yes ☐ No

More in this section: Audiences

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Create	—		

Create custom audiences from  
Instant Experiences

Create custom audiences from lead  
forms

Create custom audiences from lists

Create custom audiences from  
Facebook Page engagements

Create custom audiences from  
Instagram engagements

Create custom audiences from video  
views

## Meta Technologies

Facebook  
Instagram  
Messenger  
WhatsApp  
Audience Network  
Kustomer <sup>^</sup>  
Oculus <sup>^</sup>  
Workplace <sup>^</sup>  
Meta for Work <sup>^</sup>

## Tools

Free Tools  
Facebook Pages  
Instagram Profiles  
Stories  
Shops  
Meta Business Suite  
Facebook Ads  
Messenger Ads  
Instagram Ads  
Video Ads  
Ads Manager

## Goals

Set Up a Facebook Page  
Build Brand Awareness  
Promote Your Local Business  
Grow Online Sales  
Promote Your App  
Generate Leads  
Measure and Optimize Ads  
Retarget Existing Customers  
View All Goals

## Business Types

Small Business  
Large Business  
Agency  
Media and Publisher <sup>^</sup>  
Creator <sup>^</sup>  
Developer <sup>^</sup>  
Startup <sup>^</sup>  
Business Partner

## Industries

Automotive  
Q2B  
Consumer Packaged Goods  
Ecommerce  
Education  
Entertainment and Media  
Financial Services  
Gaming  
Real Estate  
Restaurants  
Retail  
Technology and Telecom  
Travel

## Inspiration

Meta Foresight  
Campaign Guidance  
Business News  
Case Studies  
Video  
Events  
Creative Hub

## Skills and Training

Online Learning  
Certification Programs  
Webinars

## Guides and Resources

Ads Guide  
COVID-19 Resources  
Safety and Integrity  
Business Equity  
Find a Business Partner  
Sitemap

## Business Help Center

Create and Manage Accounts  
Publish and Distribute Content  
Advertise  
Sell on Facebook and Instagram  
Monetize Your Content or App  
View All Articles

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Français (France)

Terms

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Help Center

More languages <sup>^</sup>